

July 17, 2007 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

07SN0362

Mt. Gilead Full Gospel International Ministries

Clover Hill Magisterial District
Off the north line of Hicks Road

REQUEST: Conditional Use to permit a computer-controlled variable message electronic sign.

PROPOSED LAND USE:

A computer-controlled variable message electronic sign incorporated into a freestanding sign is planned to identify the church and associated activities.

RECOMMENDATION

Recommend denial for the following reasons:

- A. The proposed does not conform to the adopted Electronic Message Center Policy for such signs which suggests that they should be prohibited within the Route 360 Corridor.
- B. Further, the proposed sign does not comply with the Electronic Message Center Policy relative to lines of copy and display colors.

(NOTES: A. CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.

- B. IT SHOULD BE NOTED THAT PROFFERS WERE NOT SUBMITTED AT LEAST THIRTY (30) DAYS PRIOR TO THE COMMISSION'S PUBLIC HEARING PER THE "SUGGESTED PRACTICES AND PROCEDURES". THE "PROCEDURES" SUGGEST THAT THE CASE SHOULD BE DEFERRED IF REPRESENTATIVES FROM THE AFFECTED NEIGHBORHOOD(S), STAFF AND THE

COMMISSIONERS HAVE NOT HAD SUFFICIENT TIME TO EVALUATE THE AMENDMENTS. STAFF HAS HAD AN OPPORTUNITY TO THOROUGHLY REVIEW THESE PROFFERS.)

PROFFERED CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of four (4) lines which shall not move, but may fade;
- b. The message or display shall be programmed or sequenced to change no more than once every ten (10) seconds;
- c. The copy display color shall either be red, white or yellow;
- d. Flashing and traveling messages shall be prohibited; and Bijou lighting and animation effects shall be prohibited.

GENERAL INFORMATION

Location:

Off the north line of Hicks Road, across from Lockhart Road. Tax ID 759-694-Part of 3145.

Existing Zoning:

A

Size:

4.1 acres

Existing Land Use:

Public/semi-public (church)

Adjacent Zoning and Land Use:

North, South, East and West – A; Public/semi-public (church), commercial or vacant

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

The proposed sign will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Route 360 Corridor Plan which suggests the property is appropriate for community mixed use uses.

Area Development Trends:

The area is characterized by commercial zoning and uses to the south along Hull Street Road, while property to the north, east and west is zoned Agricultural (A) and is occupied by church uses or remains vacant. The Plan anticipates a mix of uses to continue in this area.

Sign Design:

The applicant plans to incorporate a computer-controlled, variable message electronic sign into a proposed freestanding sign. The proposed sign and computer-controlled, variable message electronic sign would comply with the requirements of the Zoning Ordinance which currently permit a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet. The proposal would comply with the adopted electronic message center policy relative to timing of message changes and lack of flashing and traveling messages, bijou lighting and animation (Proffered Condition). The proposal would not comply with the Policy relative to the locational criteria, display color and lines of copy, as discussed herein.

Location:

The Policy suggests that electronic message centers should not be permitted within the Hull Street Road Corridor, between Courthouse Road and Chippenham Parkway. The request property is located within this area and, as such, the request does not meet the Policy.

Display Color:

The Policy suggests that display colors for electronic message centers be limited to white or yellow. The applicant wishes to have red as an additional color. As such, the request does not meet the display color limitations.

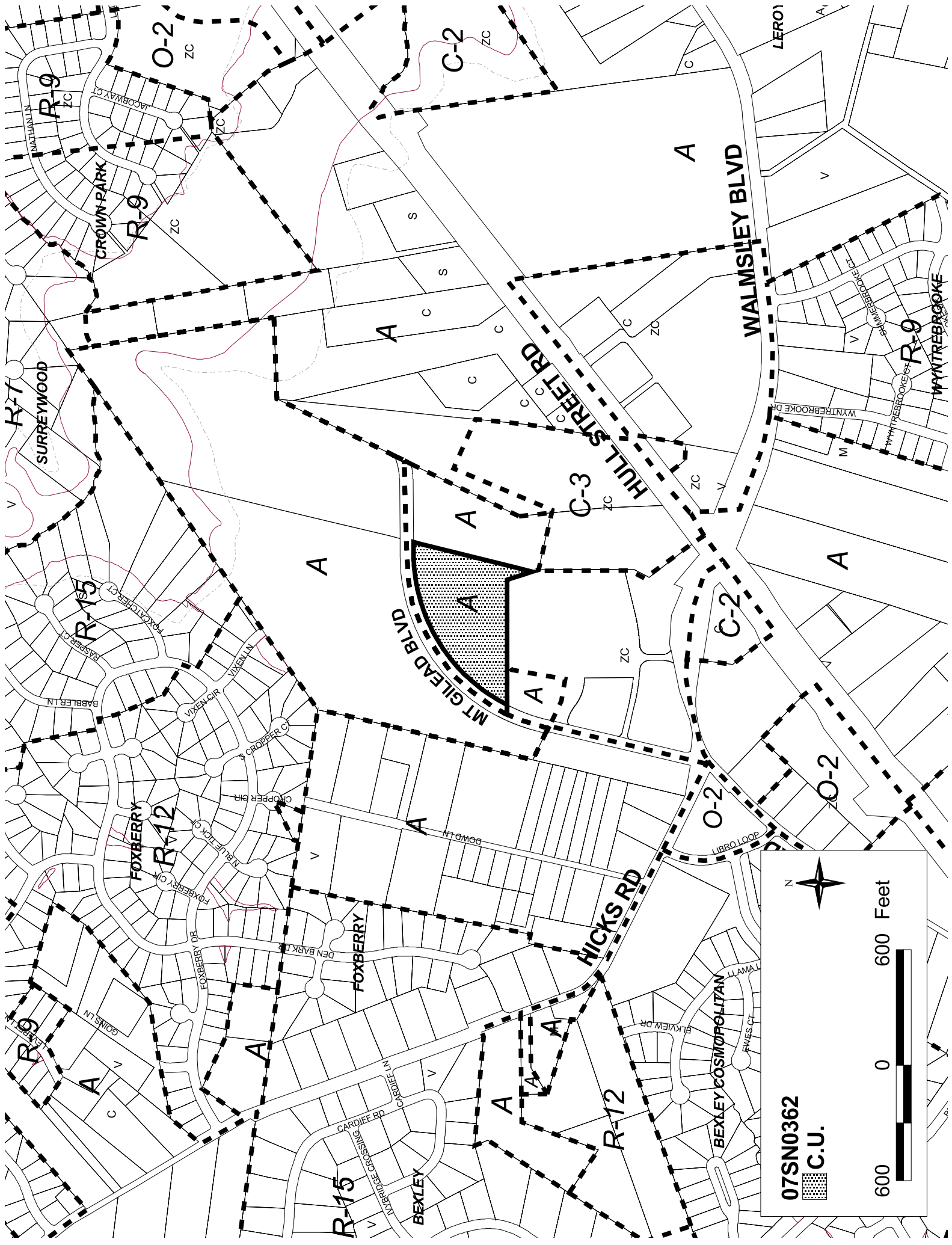
Lines of Copy:

The Policy suggests that lines of copy for electronic message centers be limited to two (2). The applicant wishes to be allowed up to four (4) lines of copy. As such, the request does not meet the lines of copy restrictions.

CONCLUSION

The proposed computer-controlled variable message electronic sign does not conform to the adopted Electronic Message Center Policy for such signs relative to locational criteria, lines of copy and display color limitation. The requested exceptions to the Policy could set a precedent for similar requests.

Given these considerations, denial of this request is recommended.



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